



Corres. and Mail
BOX AF

#8/AF
mm
4-1702-700

BOX AF
EXPEDITED PROCEDURE UNDER 37 CFR 1.116

Customer Number 22,852
Attorney Docket No. 07099.1186

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

James POAGE et al.

Serial No.: 09/385,414

Filed: August 30, 1999

For: APPARATUS AND METHOD
FOR CREATING A
MARKETING INITIATIVE

Group Art Unit: 2163

Examiner: C. Colon

RECEIVED
APR 16 2002
Technology Center 2100

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

AMENDMENT AFTER FINAL

In reply to the Final Office Action dated January 22, 2002, and pursuant to
37 C.F.R. § 1.116, Applicants propose that the application be amended as follows:

IN THE CLAIMS:

Please amend claims 1, 10, 18, 21 and 24, as follows:

1. (Twice Amended) A method for creating a marketing initiative comprising the steps, performed by a processor, of:
inputting offer parameters for a new initiative, including an initiative time period
and an initiative description;
associating customer selection criteria with the offer parameters;

FINNEGAN
HENDERSON
FARABOW
GARRETT &
DUNNER LLP

1300 I Street, NW
Washington, DC 20005
202.408.4000
Fax 202.408.4400
www.finnegan.com